The following is a complete listing of all claims in the application, with an indication of the status of each:

Listing of claims:

1   1. (previously presented) A computer assisted on-line negotiation method
2   comprising the steps of:
3   generating off-line by an on-line e-commerce site static customer
4   profiles based on past history that the site has about various customers,
5   including multiple value attributes;
6   assigning by the on-line e-commerce site a static customer profile to a
7   new customer visiting the on-line e-commerce site, the initial assignment to a
8   profile being based on said static customer profiles and whatever information
9   is available about the customer at the time of assignment;
10   capturing at a customer computer interface the on-line e-commerce
11   site's actions;
12   formulating at said customer computer interface a profile of the on-line
13   e-commerce site based on past history that the customer computer interface
14   has about various sites, including multiple value attributes, and updating the
15   profile based on said captured actions;
16   negotiating by the on-line e-commerce site with the customer computer
17   interface based on a dynamically changing profile of the customer;
18   negotiating by the customer via said customer computer interface with
19   the on-line e-commerce site based on a dynamically changing profile of the
20   site;
21   changing by the on-line e-commerce site the customer's static profile
22   during negotiations based on an observed behavior of the customer via the

23   customer computer interface, said static profile thereby being dynamic during

24   said negotiations; and

25   changing by the customer computer interface the on-line e-commerce

26   site's static profile during negotiations based on an observed behavior of the

27   on-line e-commerce site, said static profile thereby being dynamic during said

28   negotiations,

29   wherein said customer profiles are comprised of computer stored

30   information usable to the advantage of the e-commerce site in said on-line

31   negotiation with customers and said e-commerce site profiles are comprised of

32   computer stored information usable to the advantage of the customer in said

33   on-line negotiation.

1   2. (previously presented) The computer assisted on-line negotiation method

2   recited in claim 1, further comprising the step of updating by the on-line site

3   past history information based on the negotiations with the customer, said

4   customer using said customer computer interface in the negotiations.

1   3. (original) The computer assisted on-line negotiation method recited in

2   claim 2, wherein the attributes included in the past history information include

3   non-quantitative information.

1   4. (original) The computer assisted on-line negotiation method recited in

2   claim 3, wherein the non-quantitative information includes season and time of

3   day.

1   5. (previously presented) The computer assisted on-line negotiation method

2   recited in claim 1, further comprising the steps of:

3   capturing by the on-line e-commerce site direct interactions by the

4   customer with the on-line e-commerce site, said direct interactions including

5   the customer's "click-through stream"; and

6   analyzing said direct interactions with the on-line e-commerce site to

7   update the customer's dynamic profile.

1   6. (original) The computer assisted on-line negotiation method recited in

2   claim 5, wherein the other direct interaction includes the customer's voice and

3   physical actions.

1   7. (cancelled)

1   8. (previously presented) The computer assisted on-line negotiation method

2   recited in claim 1, further comprising the steps of:

3   storing at said customer computer interface a formulated profile of the

4   on-line e-commerce site in a database of on-line e-commerce site profiles; and

5   accessing the on-line e-commerce site from the database by the

6   customer using said customer computer interface to begin negotiations with

7   the on-line e-commerce site.

1   9. (previously presented) The computer assisted on-line negotiation method

2   recited in claim 8, further comprising the step of dynamically modifying by

3   the customer computer interface the on-line e-commerce site's profile during

4   negotiations with the on-line e-commerce site based on actions by the on-line

5   e-commerce site.

1   10. (previously presented) The computer assisted on-line negotiation method

2   recited in claim 9, wherein actions by the on-line e-commerce site on which

3   the site's profile is dynamically modified include offering of terms, said terms

4   including prices of items for sale, packaged deals and bonuses.

1   11. (previously presented) A computer implemented decision support system

2   for on-line negotiation, comprising:

3   first computere code for generating off-line by an on-line e-commerce

4   site static customer profiles based on past history that the site has about

5   various customers, including multiple value attributes;

6   second computer code for assigning by the on-line e-commerce site a

7   static customer profile to a new customer visiting the on-line e-commerce site,

8   the initial assignment to a profile being based on said static customer profiles

9   and whatever information is available about the customer at the time of

10   assignment;

11   third computer code for capturing at a customer computer interface the

12   on-line e-commerce site's actions;

13   fourth computer code for formulating at said customer computer

14   interface a profile of the on-line e-commerce site based on past history that the

15   customer computer interface has about various sites, including multiple value

16   attributes, and updating the profile based on said captured actions;

17   fifth computer code for negotiating by the on-line e-commerce site

18   with the customer computer interface based on a dynamically changing profile

19   of the customer;

20   sixth computer code for negotiating by the customer via said customer

21   computer interface with the on-line e-commerce site based on a dynamically

22   changing profile of the site;

23   seventh computer code for changing by the on-line e-commerce site

24   the customer's static profile during negotiations based on an observed

25   behavior of the customer via the customer computer interface, said static

26   profile thereby being dynamic during said negotiations; and

27   eighth computer code for changing by the customer computer interface

28   the on-line e-commerce site's static profile during negotiations based on an

29   observed behavior of the on-line e-commerce site, said static profile thereby

30   being dynamic during said negotiations,

31   wherein said customer profiles are comprised of computer stored

32   information usable to the advantage of the e-commerce site in said on-line

33   negotiation with customers and said e-commerce site profiles are comprised of

34   computer stored information usable to the advantage of the customer in said

35   on-line negotiation.

1   12. (previously presented) The computer implemented decision support

2   system recited in claim 11, further comprising ninth computer code for

3   updating by the on-line site past history information based on the negotiations

4   with the customer, said customer using said customer computer interface in

5   the negotiations.

1   13. (previously presented) The computer implemented decision support

2   system recited in claim 12, wherein the attributes included in the past history

3   information include non-quantitative information.

1   14. (previously presented) The computer implemented decision support

2   system recited in claim 13, wherein the non-quantitative information includes

3   season and time of day.

1   15. (previously presented) The computer implemented decision support

2   system recited in claim 11, further comprising:

3   tenth computer code for capturing by the on-line e-commerce site

4   direct interactions by the customer with the on-line e-commerce site, said

5   direct interactions including the customer's "click-through stream"; and

6   eleventh computer code for analyzing said direct interactions with the

7   on-line e-commerce site to update the customer's dynamic profile.

1   16. (previously presented) The computer implemented decision support

2   system recited in claim 15, wherein the other direct interaction includes the

3   customer's voice and physical actions.

1   17. (previously presented) The computer implemented decision support

2   system recited in claim 11, further comprising:

3   twelfth computer code for storing at said customer computer interface

4   a formulated profile of the on-line e-commerce site in a database of on-line e-

5   commerce site profiles; and

6   thirteenth computer code for accessing the on-line e-commerce site

7   from the database by the customer using said customer computer interface to

8   begin negotiations with the on-line e-commerce site.

1   18. (previously presented) The computer implemented decision support

2   system recited in claim 17, further comprising fourteenth computer code for

3   dynamically modifying by the customer computer interface the on-line

4   e-commerce site's profile during negotiations with the on-line e-commerce

5   site based on actions by the on-line e-commerce site.

1   19. (previously presented) The computer implemented decision support

2   system recited in claim 18, wherein actions by the on-line e-commerce site on

3   which the site's profile is dynamically modified include offering of terms, said

4   terms including prices of items for sale, packaged deals and bonuses.

1   20. (previously presented) A computer implemented decision support system

2   for on-line negotiation, comprising:

3   a merchant decision support system for an on-line e-commerce site,

4   said system further comprising computer code for

5   generating off-line static customer profiles based on past history that

6   the site has about various customers, including multiple value attributes,

7   assigning a static customer profile to a new customer visiting the on-

8   line e-commerce site, the initial assignment to a profile being based on said

9   static customer profiles and whatever information is available about the

10   customer at the time of assignment,

11   negotiating with a customer via a customer computer interface based

12   on a dynamically changing profile of the customer, and

13   changing the customer's static profile during negotiations based on an

14   observed behavior of the customer via the customer computer interface, said

15   static profile thereby being dynamic during said negotiations; and

16   a customer decision support system, said system further comprising

17   computer code for

18   capturing at the customer computer interface the on-line e-commerce

19   site's actions,

20   formulating a profile of the on-line e-commerce site based on past

21   history that the customer computer interface has about various sites, including

22   multiple value attributes, and updating the profile based on said captured

23   actions,

24   negotiating by the customer via said customer computer interface with

25   the on-line e-commerce site based on a dynamically changing profile of the

26   site, and

27   changing the on-line e-commerce site's static profile during

28   negotiations based on an observed behavior of the on-line e-commerce site,

29   said static profile thereby being dynamic during said negotiations,

30   wherein said customer profiles are comprised of computer stored

31   information usable to the advantage of the merchant in said on-line

32   negotiation with customers and said e-commerce site profiles are comprised of

33   computer stored information usable to the advantage of the customer in said

34   on-line negotiation.